

### From the Editor's Desk

The start of a new year is a great time to put our work habits under a microscope, toss the ideas that haven't been working and put new action into play. Each year has its lessons, so it's always good to reflect on what you've learned and optimize the knowledge for the coming year. Confront and work on your challenge areas. Knowing your strengths is easy. Facing and fixing your weaknesses can sometimes create inaction in all of us. But to grow, it is important to make this change. It's easy to let go of the past and move on with the present, as you ponder about how much bigger and better this year is going to be. But, before too much time passes, there is one activity every organization must do at the start of the new year: look back to look forward. Often, it's difficult to recognize the progress that has been made when there's still so much left to do.

If you want next year to look any different and achieve even bigger goals, pause long enough to answer these two questions: Where did things go well? What could we have done better? By identifying what you did in the past, you set the stage for more objective goal setting as you look to the future.

That is, once you know where you were, where you're going should be easier to see.

This issue we talk about The year that was @ GRP; the six sigma initiatives carried out in the organization; tips to kick start a great 2014, alongwith a peek into the industry in 2013 and news n briefs of events participated in the past year....Here's wishing all a happy, healthy and fulfilling 2014!!

Happy Reading...

A handwritten signature in black ink, appearing to read 'HGandhi', written in a cursive style.

Ms. Hemal Gandhi

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## Kick off 2014 with these tips

### **Review the past year**

Oftentimes we forget to recognize our own successes before moving on to the next big thing. Think about what worked for you in 2013 and what did not, then start thinking about what you'd like to do differently in 2014.

### **Set goals for the new year**

You might have thought about new goals at the end of 2013—but as you return to the office this year, really think about where you ultimately want to be in your career and set a plan that will get you there. These goals can be small or large, and should include whatever is most important to you, like getting a raise or promotion, taking on new tasks, learning new skills, becoming certified, or even finding a new job or making a career change. With each of these, include the smaller steps that it will take to get you to these goals so you have a roadmap for how to achieve them.

### **Reinforce your network**

Check in with your close clients and co-workers to let them know you're back from vacation, and catch up on how they spent their holidays. If you missed the opportunity to send out holiday cards, consider sending out New Year's greetings.

### **Be crystal clear on your priorities**

This will help in decision making when conflicting demands are made of your time and energies.

### **Learn to omit the negative and be positive**

Omitting the negative means learning from the inevitable negative experiences you will encounter without dwelling on them or letting them consume the valuable real estate in your head, the air these days is full of negativity and pessimism, and others who have given up in the face of difficult times will do their best to drag you to their level. Remember, tough times do not last; tough people do.

### **Jump back in**

If you're lucky, you were able to take a vacation and spend time with loved ones over the holidays. Now it's time to come back energized and focused. Use the first few days to follow up on all missed messages and start taking action on reaching your 2014 career goals.

### **Do an audit of your current job.**

Ask yourself: What do I love about my job? What would I change if I could? What are my road bumps or bottlenecks? How can those be eliminated or improved? What are my goals for 2014?

### **Try to enhance your brand so that it stays fresh**

In this era of constant innovation and technological advancement, everyone is now on 'Internet time,' even when they are offline, so get together and discuss strategies to be seen and heard in the social media world.

### **Create an e-mail folder to capture your accomplishments**

Take the time now to create your own way to track your successes to make them easily at hand and top of mind.

This will make you prepared for any performance reviews and is a great way to reflect on your progress.

Make the new year a year of action. You can build your relationship network, learn new skills or really master the ones you have, join professional associations, or find a mentor. Whatever it is, seize the day and it will set you up for more success now and in the years ahead! Keep Shining in 2014!!

## Quality Circle Forum of India

Every year, Quality Circle Forum of India, Head Quarter organizes “National Convention of Quality Circle” where member organizations give presentations on Quality Concepts and applied Concepts adopted by member organizations. This year, the convention was held at Techno India College of Technology from 20<sup>th</sup> to 23<sup>rd</sup> December, 2013 with the theme '**Encourage, Enhance & Empower Through Quality Concepts**'.

In the month of October, 2013, QCFI, Head Quarter had invited nomination for the NCQC – 2013 and GRP submitted two presentations - one for Quality Concepts “**Energy Saver**” and another one for Allied Concept – “**Five S**”.

After scrutiny, during NCQC-2013 function held on 20<sup>th</sup> to 23<sup>rd</sup> December, 2013 at Kolkata, our team had presented both the presentations. Total 1211 Quality Circles had presented the case studies by 7000 participants. For Quality Concepts, 846 circles and for Allied Concepts, 365 circles were registered.

During the convention, a competition was organized between 130 companies for improvement made in their systems (by model demonstration) through Quality Concepts. Poem, Slogan, Poster and skit competition as well as knowledge test for Quality Circles were organized.

**Energy Saver Quality Circle** Concept was awarded with “**Excellence**” Trophy whereas **Allied Concept 5S** was awarded with “**Par Excellence Award**” Trophy.



GRP Ltd. Team receiving the trophy from Mr. Sunil G Wijesinha, President, Sri Lanka Association for the Advancement of Quality and Productivity



GRP Ltd. Team with Excellence and Par Excellence trophies

## Six Sigma Initiatives at GRP

The six sigma has started in the beginning of last year 2013, with aim to achieve perfection and excellence in our work process and to become a truly “World-Class Company”

Having said this, we have recognized six sigma as one of the most legitimate way to improve processes, products, services and the bottom line in order to substantially improve the financial performance

So far, we have undertaken 8 six sigma projects in both manufacturing & non-manufacturing sectors. There were encouraging results in some of projects. Also, there is great learning during training & execution for core team members of projects.

### **Trainings (Completed)**

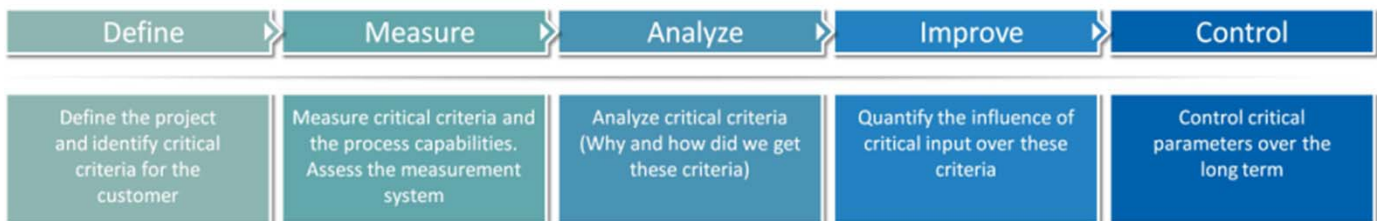
Total 4 nos of training programs were conducted across organization and more than 28 nos of employees have participated.

- Six Sigma Awareness (at HO and Manufacturing units in Gujarat & Solapur)
- Improvement Opportunity Assessment project selection in non manufacturing & manufacturing divisions
- Champion Training ( at HO)
- Green Belt Training Wave I & II ( at HO and Manufacturing units)



We have used DMAIC methodology to execute all six sigma projects

### **Methodology:**



### **Six sigma journey**

Needs to be a sustained endeavor therefore in next step, we will select new projects by end of March'2014 for implementing it in first half of FY2014-15 by Green Belt candidates. The projects will be selected by the respective champions. This will complete the second phase of Six Sigma Initiative.

# K-2013 Fair

GRP-IP has successfully participated as an exhibitor in the K-2013 fair which was held in Dusseldorf, Germany from 16<sup>th</sup> to 23<sup>rd</sup> Oct-2013.

K-2013 is the largest exhibition for plastics and rubber in the world. There were more than 3000 exhibitors from different parts of the world. More than 150 exhibitors from India participated at the event.

GRP-IP had good response from the visitors and there were more than 150 visitors & customers met during the exhibition. The visitors included various segment of the industry like compounders, plastic processors, machinery and auxiliary equipment manufacturers, raw material and additive manufacturers, used material suppliers and miscellaneous.

Apart from these various new prospective channel partners visited and shown interest in representing GRP at the international level for different geographic locations. K-2013 proved to be the ideal platform of meeting and discussing the business interests from both GRP and potential customer point of view.

Post event communications started with the prospective leads by way of sending technical & commercial details of products and sampling wherever required.



## Rejigging the Back Office to deliver Superior Customer Service

In an economic environment that continues to be challenging, GRP believes an even sharper focus on delighting customers is the only way to survive and grow its business. While GDP figures are stagnating, vehicle production figures are at their lowest level in a decade, infrastructure projects are mired in red tape and the political scenario continues to be murky, businesses have to go back to the basics – **focus exclusively on the customer.**



With this as the objective, GRP has embarked on a transformational journey of preparing its 'Back Office' to emerge as 'Customer Service' in the new financial year that is just around the corner. From focus on 'transactions', the spotlight will now be on 'strengthening existing & building new relationships'. This is another initiative under the '6S for Success' journey that GRP unveiled in August 2013. A Senior Executive in the Marketing Department has been given the responsibility of leading this change. Training programs for upgrading customer-handling skills of the Back Office team are planned in coming weeks.

It is expected that GRP's Key Accounts will benefit greatly from this change – Customer Service team will work closely with the Key Account Managers (KAM) to deliver improved adherence to customers' dispatch schedules, better responsiveness, proactive addressing of issues that are likely to crop up, and faster and better complaint resolution.

The underlying philosophy governing this change at GRP is what customer Guru Ken Blanchard said, "Customer Service is not a department. It is everybody's job."

### **Automobile Industry:**

**Commercial Vehicles:** The Medium and Heavy Commercial Vehicle production is down by 22% YoY. It is the only third instance in the last decade when production has shown a downward trend. Sales were down 26%; reflecting the state of the economy.

### **Light Commercial Vehicles:**

A star performer for the industry for quite a few years has shown a negative growth of 12%; the lowest in the last decade. Sales were also down by 15% YoY.

**Passenger Vehicles:** Passenger Vehicles segment has also shown its lowest growth mark in the last decade despite the large number of new model launches seen this year. Production grew at 3% while the sales fell by 6% this fiscal leading to inventory pile-up at dealers' warehouses.

### **Two & Three Wheelers:**

It is the only segment to have debunked the negative trend albeit by only 1%. This segment has also displayed an increase in domestic sales by 1%.

### **Tyre Industry:**

The Indian tyre Industry has been featured prominently in the news the last year for a multitude of reasons. But the rate of tyre production has fallen for the second time in last 5 years by 3% in line with sales of automobiles. Car and SUV tyres have been hit the most (-12% drop in production).

### **Consumer Durables:**

The Index of Industrial Production (IIP) for November, shows the production of consumer durables - which covers a range from automobiles and its ancillaries to appliances, electronics and gems & jewellery - declined 21.5 per cent over a year, which is also a seven-year low. The major reason attributed to this fall is the drop in passenger car sales for the first time in the last 11 years. Sharp drop in gold imports and new energy labeling standards have also contributed to this slack in demand.

### **Infrastructure sector in India:**

This sector that includes the Natural Gas, Petroleum Refinery Products and Fertiliser pulled down growth to 1.7% from 5.8% a year ago. Coal, Crude Oil, Steel, Cement and Power industries also form part of this sector that contributes 38% to the Index of Industrial Production (IIP).

Experts predict that as the situation is still volatile as the industry takes a wait-and-watch approach until the outcome of The General Elections this year. All in all, we see a challenging year ahead for the Industry and the Indian economy.

### **2014 – expected to be a better year**

With union elections slated in the first of 2014 and the general feeling that growth has bottomed out in 2013, several agencies are forecasting 2014 to put in a better performance. The general consensus is of a GDP growth is between 5.7% (ADB, Manila and OECD) to 6.2% (World Bank).

### International Exhibitions Participation

India's largest rubber event - **India Rubber Expo 2013**

Largest rubber event in Vietnam – **Rubber & Tyre Show 2013**

World's largest exhibition for Plastics & Rubber – **K Fair 2013 at Dusseldorf, Germany**

### New Customers, New Geographies & New Products

Seeds sown in form of sales leads last year by GRP team & its distributors have successfully reaped in new customers in various regions of the world. We have added more than 8 customers in different parts of the globe in segments like auto tyres & tubes, conveyor belts & moulded rubber products. These include few top tyre & non tyre companies who have chosen GRP as their preferred supplier for reclaim rubber

**INFILON** – Next to prime Nylon 6 from the Industrial Polymers division launched at the K-Fair in Germany

### New Initiatives

With growth comes increase in use of technology, GRP the first company to introduce SAP ERP system is also the first to launch the most awaited **Customer Dealer Order Portal – iGRP**. **iGRP** has been successfully adopted by all our international & local dealers

6 S for Success – Initiatives taken up by various functions to improve operational efficiency

### Awards & Recognitions

AIRIA Top Export Award for the year 2012-13

CAPEXIL Top Export Award in Rubber Products for the year 2011-12

1<sup>st</sup> runner - Best stall design at India Rubber Expo - 2013

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